

# ORDER



**Orders**  
**Order / Rev:** 36969  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 11/02/12 - 11/05/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

**WTVF**  
**Primary AE:** Political Political  
**Sales Office:** WTVF  
**Sales Region:** Local

**Agency**  
**Name:** Fletcher & Rowley, Inc-TN  
**Buying Contact:**  
**Billing Contact:**  
 1720 West End Avenue, Suite 630  
 Nashville, TN 37203

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Jason Powell for State House  
**Demographic:** A25-54  
**Product Codes:** PO03  
**Priority:** P5  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 11/01/12   | 11/05/12 | 4       | \$1,600.00   | \$1,360.00 |

## Totals

| Month         | # Spots  | Gross Amount      | Net Amount        | Rating      |
|---------------|----------|-------------------|-------------------|-------------|
| November 2012 | 4        | \$1,600.00        | \$1,360.00        | 0.00        |
| <b>Totals</b> | <b>4</b> | <b>\$1,600.00</b> | <b>\$1,360.00</b> | <b>0.00</b> |

## Account Executives

| Account Executive   | Sales Office | Sales Region | Start Date / End Date         | Order % |
|---------------------|--------------|--------------|-------------------------------|---------|
| Political Political |              |              | Start Of Order - End Of Order | 100%    |

| Ln    | Ch   | Start             | End             | Inventory Code             | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type          | Spots    | Amount            |
|-------|------|-------------------|-----------------|----------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|---------------|----------|-------------------|
| N 1   | WTVF | 11/02/12          | 11/05/12        | M-F 9a-10a<br>M-F 9a-10a   | CM    | 858a-10a          | M---F-- | :30 | 1     | \$350.00    | P2  | 0.00          | NM            | 2        | \$700.00          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |               |          |                   |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                    |       | 1                 |         |     |       | \$350.00    |     | 0.00          |               |          |                   |
| Week: |      | 11/05/12          | 11/11/12        | M-----                     |       | 1                 |         |     |       | \$350.00    |     | 0.00          |               |          |                   |
| N 2   | WTVF | 11/02/12          | 11/05/12        | M-F 10a-11a<br>M-F 10a-11a | CM    | 10a-11a           | M---F-- | :30 | 1     | \$450.00    | P2  | 0.00          | NM            | 2        | \$900.00          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |               |          |                   |
| Week: |      | 10/29/12          | 11/04/12        | ----F--                    |       | 1                 |         |     |       | \$450.00    |     | 0.00          |               |          |                   |
| Week: |      | 11/05/12          | 11/11/12        | M-----                     |       | 1                 |         |     |       | \$450.00    |     | 0.00          |               |          |                   |
|       |      |                   |                 |                            |       |                   |         |     |       |             |     |               | <b>Totals</b> | <b>4</b> | <b>\$1,600.00</b> |

WTVF (CBS) 5 - NASHVILLE  
 JASON POWELL FOR STATE HOUSE - TN HD 53  
 Week1: 10/30-11/6 (TUE-TUE)

36969

| P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th QTR CARD |         |              |              |             |             |             |             |             |             |                   |
|---|---------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------|
| PROGRAM   | DAYPART | Tue<br>10/30 | Wed<br>10/31 | Thu<br>11/1 | Fri<br>11/2 | Sat<br>11/3 | Sun<br>11/4 | Mon<br>11/5 | Tue<br>11/6 | TOTAL COST        |
| M-F RACHEL RAY  | 9-10A   |              |              |             | 1           |             |             | 1           |             | \$700.00          |
| M-F PRICE IS RIGHT  | 10-11A  |              |              |             | 1           |             |             | 1           |             | \$900.00          |
| <b>GROSS</b>  |         | 0            | 0            | 0           | 9.5         | 0           | 0           | 9.5         | 4           | <b>\$1,600.00</b> |
| AGENCY DISCOUNT (-15%)  |         |              |              |             |             |             |             |             |             | \$240.00          |
| <b>NET TO STATION</b>   |         |              |              |             |             |             |             |             |             | <b>\$1,360.00</b> |

Powell for State House Dist 53  
 PO Box 112003  
 Nashville, TN 37222  
 Treasurer: Leslie Kekelis

POWELLJ1201H "The Story HD" 100%

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

|  |                           |
|--|---------------------------|
| <b>Station and Location:</b> <u>WTVF</u> | <b>Date:</b> <u>10/31</u> |
|--|---------------------------|

I, Kati Bungardner  
 being/on behalf of: Jason Powell, a legal  
 qualified candidate of the Democrat politi  
 party for the office of: TN State House Dist 8  
 in the General  
 election to be held on: 11/6

do hereby request station time as follows:

| Broadcast Length  | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---|----------------------------------|------|-------|----------------|-----------------|
| <div style="font-size: 4em; font-family: cursive;">A Attached</div> |                                  |      |       |                |                 |

**Total Charges:**

\$1600.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Jason Powell for State House

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Leslie Kekelis

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10/31      Katibumachen  
Date                      Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title